



ENVIRONMENTAL SERVICES

News Release

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CITY KICKS OFF FIRST MILLION CAN MARCH TO BENEFIT COMMUNITY PARK AND RECREATION CENTERS

City of San Diego Park and Recreation Centers will receive \$40,000 in Revenue

SAN DIEGO, CAB City of San Diego Mayor Dick Murphy kicked off the City's first Million Can March Friday, March 1, 2002 at Morley Field. A joint recycling program between the City's Environmental Services and Park and Recreation Departments, the goal is to collect one million recyclable containers during March at the Park and Recreation Centers located throughout the City. The revenue earned from the sale of these recyclables could equal as much as \$40,000 that will be donated to the centers to help improve facilities and fund public activities.

"Recycling is essential to the City of San Diego," said City of San Diego Mayor Dick Murphy. "Since 1992 the City's Environmental Services Department has operated recycling stations at Park and Recreation Centers throughout the City. Since the program's inception, more than 10,000 tons of recyclables have been diverted from disposal at the Miramar Landfill and more than \$500,000 in revenue from the sale of recyclables has been donated to the help the park and recreation centers. It's truly a win-win program; it doesn't use any dollars from the City's General Fund and it helps improve public areas available to our citizens."

The City currently operates recycling stations at more than 50 Park and Recreation Centers throughout the City of San Diego. The revenue earned through this program has helped purchase items that range from field lighting, mats for gymnastics, tennis court nets, ping pong tables, benches for basketball courts to even hosting special events such as a Spring Egg Hunt and Winter Wonderland where imported snow gave local children the experience of playing in snow during winter.

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“The Million Can March could really help us make a great contribution to the Park and Recreation Centers but the success really depends on people’s recycling habits,” said Richard L. Hays, director of Environmental Services Department. “Since we started the expansion of curbside recycling to single-family residents, the amount of recycling has slowly declined at certain centers simply because of convenience. But many residents living in multi-family homes do not have curbside recycling and these are the San Diegans we hope will really be motivated by the Million Can March to start recycling at the nearest Park and Recreation Center.”

All San Diegans can participate in the Million Can March by bringing recyclable items such as aluminum and steel cans, glass food and beverage containers, and #1 and #2 plastic bottles to the recycling stations at Park and Recreation Centers. Newspaper, clean-mixed paper and cardboard can also be dropped off for recycling at the stations throughout the year.

EDCO Disposal Corporation, a local family owned and operated trash and recycling collection company, also helped kick off the Million Can March by making the first donation of 30,000 aluminum cans at the press conference on March 1, 2002.

For more than a decade, the City’s recycling programs, which include the Park and Recreation Recycling Program, have saved more than \$18 million from the City’s General Fund.

For information about the recycling centers, please call the City’s Park and Recreation Department, Public Information at (619) 525-8219. For general information about individual Park and Recreation centers, go to <http://www.sandiego.gov/departments/parkandrecreation>.

The City of San Diego’s Environmental Services Department is charged with refuse collection and disposal, recycling and environmentally sound landfill management to meet the City’s long-term disposal needs. The Department also oversees the City’s management of energy use and explores innovative options for energy independence. For more information on recycling or Environmental Services, visit the department’s web site at <http://www.sandiego.gov/departments/environmentl-services/>

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